

Kitsap County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 121	N = 3,363
Percent of Statewide Calls	4.4%	100.0%
Percent of State Population in County¹	3.9%	100.0%
	County %	State %
Gender	N = 119	N = 2,906
Female	59.7%	64.2%
Male	40.3%	35.8%
Race/Ethnicity	N = 109	N = 2,468
People of Color	11.9%	13.1%
White	88.1%	86.9%
Age	N = 117	N = 2,642
Less than 18 years old	1.7%	1.1%
18 - 24 years old	22.2%	15.2%
25 - 34 years old	19.7%	23.1%
35 - 44 years old	24.8%	24.6%
45 years and older	31.6%	36.0%
Education	N = 112	N = 2,581
Did not graduate high school	17.0%	19.0%
High school graduate	42.9%	36.0%
Some college/vocational school	33.9%	36.4%
College graduate	6.3%	8.6%
Caller Type	N = 120	N = 3,052
General Information	1.7%	12.6%
Health care provider	1.7%	3.6%
Tobacco user	96.7%	83.8%
Payer Type	N = 89	N = 2,005
Insured	23.6%	31.2%
Uninsured	34.8%	29.4%
Medicaid	41.6%	39.4%
Heard About	N = 101	N = 2,412
Past caller	16.8%	15.7%
Employer/worksites	2.0%	1.2%
Health care provider	28.7%	31.8%
Television	10.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	2.0%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	3.0%	1.8%
Newspaper/Magazine	1.0%	0.7%
Brochure/Newsletter	5.0%	5.4%
Family or friend	21.8%	22.7%
Health Department	7.9%	5.4%
School	1.0%	1.4%